

Clark University

## Clark Digital Commons

---

Undergraduate Student Research Festivals

Winter Fest 2021

---

Jan 7th, 12:00 AM

### PeacePlayers International

Sarah Berube

Clark University, sberube@clarku.edu

Follow this and additional works at: <https://commons.clarku.edu/asdff>

---

Berube, Sarah, "PeacePlayers International" (2021). *Undergraduate Student Research Festivals*. 55.  
[https://commons.clarku.edu/asdff/winter\\_fest\\_2021/winterfest2021/55](https://commons.clarku.edu/asdff/winter_fest_2021/winterfest2021/55)

This Open Access Event is brought to you for free and open access by the Conference Proceedings at Clark Digital Commons. It has been accepted for inclusion in Undergraduate Student Research Festivals by an authorized administrator of Clark Digital Commons. For more information, please contact [mkrikonis@clarku.edu](mailto:mkrikonis@clarku.edu), [jodolan@clarku.edu](mailto:jodolan@clarku.edu), [dlutz@clarku.edu](mailto:dlutz@clarku.edu).



# Interning with PeacePlayers International

## Sarah Berube '21 – (Sponsor: Professor Lawrence Norman)



CLARK  
UNIVERSITY



### The Story

PeacePlayers International is a company that uses basketball to unite, educate, and inspire today's youth to create a more peaceful world. The belief that drives all of PeacePlayers's work is the idea that if kids can play together, they can live together. In areas of conflict all over the globe, PeacePlayers starts teams and brings kids from both sides of the conflict together to play basketball. Through this sport, the kids build friendships with one another and learn tolerance. They then go home to their families and communities and teach this tolerance to others, creating a ripple effect.

PeacePlayers's mission inspired me. I applied and was accepted to the role of Marketing and Communications Intern. One of my biggest and most rewarding projects during my time with PeacePlayers was working the Friendship Games. The Friendship Games were five weeks in which the top leaders from each city and country would meet one another for games and teambuilding activities. I got to witness kids from all over the world meeting each other and developing friendships online that they promised to solidify by meeting in person later. I was able to listen in and hear bits and pieces of stories that I could later interview kids on and write more about. Watching and even sometimes participating in the Friendship Games taught me the most during my time with PeacePlayers. Seeing the positive impact this company has on its players motivated me to learn as much and work as hard as I could.

### How I Got Here

I enrolled in the class "Marketing to You" with Professor Lawrence Norman. In one of our classes, Professor Norman invited PeacePlayers's president and co-founder, Brendan Tuohey, to present on the founding of PeacePlayers. At the conclusion of his presentation, Mr. Tuohey offered up one internship position to the class and several students applied by writing a one-page letter to him. Knowing that there was extensive competition, I had to take initiative in other ways to show that I was not only a great fit for PeacePlayers, but I also was prepared to go above and beyond in the role. To set myself apart from the other candidates, I ordered the book *Leadership and Self-Deception*, by the Arbinger Institute, and read it. Mr. Tuohey mentioned that all PeacePlayers's coaches had to read this book, and it was the basis for many of PeacePlayers's core values. I wrote about ordering this book, and my plan to read it, in my letter to Mr. Tuohey. I had wanted to intern at PeacePlayers when Professor Norman introduced the company, before Mr. Tuohey even offered the position. I learned from Professor Norman's class that wanting the position is not enough, I had to think out of the box to show that I was different from other applicants. Fortunately, I was able to express my dedication and qualification through my letter and was given the opportunity to work with PeacePlayers this past summer.

### My Role

During my time with PeacePlayers I was a marketing and communications intern that worked closely with the company's global marketing team. My major focus was storytelling. The company had to get 50 US-based stories compiled for their sponsor – Nike. I was given the freedom to collect these stories however I wanted. I spent a lot of my time searching for "leads," or potential story ideas, amongst the players and coaches. Due to COVID-19, all PeacePlayer activities occurred online, so I would sit in on several Zoom calls, searching for people to learn more about. I was able to find many leads for interviews. These interviews would produce stories of varying lengths. Some I used for blogs, others were social media posts, and some were brief stories that were saved for Nike.

The biggest struggle I experienced while working at PeacePlayers was the shift in the company's structure. About half-way through my internship, the global marketing team was removed, and with it, my role was redesigned. I focused less on the blogs and story-telling, and more on social media. My biggest task was developing a new social media plan for the company. Through researching the most successful social media techniques, I was able to create a plan for the most efficient and relevant social media presence for the company. I adapted to the sudden role change and continued to succeed within the company. I had two different work experiences, and from that, I was able to learn even more from my time with PeacePlayers.



Fig 1: A flier I designed after I pulled the quote from the Friendship Games

### Future Opportunities from PeacePlayers

Since working with PeacePlayers, I was fortunate enough to gain an internship with Marakana, a company working to develop soccer players through technology. I also have been put in touch with the front office of the Milwaukee Bucks about internship opportunities. I am grateful for all that I have learned from PeacePlayers which has given me several tools to help me navigate the field of business.